

REP HEADLINE# 6363723  
\*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 703-516-9399  
CREDIT ADVISORY: AGENCY  
ORDER WORKSHEET

FAX# 703-516-9680  
CREDIT RISK !!!  
HARRIS REPORT FROM REP  
OCT4/12 12.22  
\*\*\* WFLA-TV \*\*\*

ADV # ADV. NAME POLI/R RPOF-3PACK/R/OTH/FL

AGY # AGY. NAME KCLAGHLIN & ASSOCIATES

566 SOUTH ROUTE 303

BLAUVELT, NY 10913

REP. # OFF. # SALESMAN #

BUYER NAME MARIANNE CAMPBELL

SALES PRSN WA- MEGHAN MCGARR (H)

ORDER # CONTRACT # 6363723


CLASS: NATL. LOCAL REGIONAL

PRDCT 3PACK-FARK, SANT, TOBI EST#551 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES OCT8/12 NOV1/12 WK-4

CITY TAX STATE TAX CO-OP BILLING NEEDED DATE OCT4/12 12.22

REP: NEW ORDER  
TTL \$19,800 @23X  
PLEASE CONFIRM  
THANKS! BRIAN FOR MEGHAN  
CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*  
RPOF3PACK FARKAS, SANTIAGO, TOBIA

  
9/15/14

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
1			700A-900A	30		\$900.00	10/29	11/1	4		M-TH	4
PROGRAM : TODAY SHOW												
CON COM1: TODAY SHOW												
2			400P-500P	30		\$600.00	10/22	10/24	2		M,W	2
PROGRAM : DR OZ												
CON COM1: DR OZ												
3			400P-500P	30		\$600.00	10/29	10/31	2		M,W	2
PROGRAM : DR OZ												
CON COM1: DR OZ												

NOV 01 2012

10/8/12 FCC (69)

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LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
4			400P-500P PROGRAM : DR OZ CON COM1: DR OZ	30		\$600.00	10/15	10/17	2		M,W	2
5			400P-500P PROGRAM : DR OZ CON COM1: DR OZ	30		\$600.00	10/8	10/10	2		M,W	2
6			500P-530P PROGRAM : 5P NEWS CON COM1: 5P NEWS	30		\$900.00	10/29	10/30	2		M-TU	2
7			530P-600P PROGRAM : 530P NEWS CON COM1: 530P NEWS	30		\$900.00	10/31	11/1	2		W-TH	2
8			600P-630P PROGRAM : 6P NEWS CON COM1: 6P NEWS	30		\$1,200.00	10/29	11/1	4		M-TH	4
9			700P-730P PROGRAM : 7P NEWS CON COM1: 7P NEWS	30		\$1,000.00	10/29	10/31	3		M-W	3
OCT/12			\$3,600.00	NOV/12		16200.00						
CONTRACT TOTAL 19800.00												
TOTAL SPOTS 23												

MARKET TOTALS \$93,900 WFLA 21% WFTS 17% WTSP 38% WTVT 24% WTOG 0% WTTA 0% WMOR 0%  
 WMOX 0% WXPX 0% WWSB 0% CABL 0%

SHARES ACCURATE EXCEPT WTVT WHICH IS ESTIMATED

SVC- NSI  
 DEMOS- RA50+\*

McLaughlin & Associates - NY  
566 South Route 303  
Blauvelt NY 10913

Republican Party Of FI/ R/ St Senate  
Submission Number 798 Issue 1



WFLA-TV  
P.O. Box 1410  
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client:	Republican Party Of FI/ R/ St Senate	Submission Cost:	19800	Campaign Ref:	E:063637230
Buyer:	Senate	Client/Product/Estimate:	. / .551	Sales Rep:	HRP Washington, DC
Schedule Dates:	10/08/12 to 11/04/12	Weeks:	4	Order Ref:	06363723
Est./PO Number:	06363723	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Product:	3pack-Fark,sant,tobi	Booking Group:	WFLA	Key Market:	Tampa-St. Petersburg, FL
Demographic:	(L) Household	Order:			

Ref	Sales Product Details	Rev Type	Rate	Spot Type	Nbr of Spots	10/08	10/15	10/22	10/29	Total	Cost
1	M-F 7a Today Show MTWT...	03	900	30 Comme	Nbr of Spots				4	4	3600
2	M-F 4p Dr Oz M.W....	03	600	30 Comme	Nbr of Spots			2		2	1200
3	M-F 4p Dr Oz M.W....	03	600	30 Comme	Nbr of Spots				2	2	1200
4	M-F 4p Dr Oz M.W....	03	600	30 Comme	Nbr of Spots		2			2	1200
5	M-F 4p Dr Oz M.W....	03	600	30 Comme	Nbr of Spots	2				2	1200
6	M-F 5p News MT.....	03	900	30 Comme	Nbr of Spots				2	2	1800
7	M-F 530p News ..WT...	03	900	30 Comme	Nbr of Spots				2	2	1800
8	M-F 6p News MTWT...	03	1200	30 Comme	Nbr of Spots				4	4	4800
9	M-F 7p News	03	1000	30 Comme	Nbr of Spots	2	2	2	3	3	3000
Weekly Totals: Total Spots(Ord Spots)						2	2	2	17	23	

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Original

<b>Client:</b> Republican Party Of FI/ R/ St Senate	<b>Submission Cost:</b> 19800	<b>Campaign Ref:</b> E:063637230
<b>Buyer:</b> Senate	<b>Client/Product/Estimate:</b> . / /551	<b>Sales Rep:</b> HRP Washington, DC
<b>Schedule Dates:</b> 10/08/12 to 11/04/12	<b>Weeks:</b> 4	<b>Order Ref:</b> 06363723
<b>Est./PO Number:</b> 06363723	<b>Contract type:</b> Political	<b>Business Type:</b> POLITICAL
<b>Associated Copies:</b> No		<b>Business Category:</b> Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/08	10/15	10/22	10/29	Total	Cost
MTW...				Comme						
Weekly Totals: Total Spots(Ord Spots)					2	2	2	17	23	

Grand Totals

		Month 10 Weeks: 4				Month 11 Weeks: 4			
		10/08	10/15	10/22		10/29			
Spots	Totals	23	2	2	2				17
Cost		19800	1200	1200	1200				16200

Grand Totals:

Spots:	23
Gross Total:	19,800.00
Commission:	2,970.00
Net Total:	16,830.00



# WFLA-TV

A MEDIA GENERAL STATION

200 S. Parker Street  
Tampa, FL 33606  
Tele (813) 228-8888  
Fax (813) 221-5787

## INVOICE / AFFIDAVIT

48825  
McLaughlin & Associates - NY  
566 South Route 303  
BLAUVELT NY 10913

REP\_: WFLA (Washington Dc)  
SLSP: HRP Washington, DC  
ADV\_: Republican Party Of F1/ R/ S  
PROD: 3pack-Fark,sant,tobi

2012  
INVOICE DATE 10/28/12 E:063637230  
ORDER TYPE Political WFLA  
INVOICE NUMBER 0100033255  
PAGE 1 BROADCAST MONTH 10/01/2012 - 10/2  
SCHEDULE DATES 10/08/12-11/04/12  
Standard Broadcast Month  
TERMS: NET 30 DAYS.

REF#: . / . /551  
Desc: Campaign Option Number 1, Booking1

DESCRIPTION	PRICE	RT/SS#	PER	DATE	DAY	TIME	LENGTH	M/G	FOR	PRODUCT DESCRIPTION	PRICE	REMARKS	DEBIT/CREDIT
M-F 4p Dr Dz										*WFLA :30 Commercial			
600.00	2	2		10/22	MO	04:19P	30			RP0FFF200TVFL	600.00		
600.00	4	2		10/24	WE	04:28P	30			RP0FFF200TVFL	600.00		
600.00				10/15	MO	04:57P	30			RP0FFF200TVFL	600.00		
600.00				10/17	WE	04:18P	30			RP0FFF200TVFL	600.00		
600.00	5	2		10/08	MO	04:57P	30			RP0FFF200TVFL	600.00		
600.00				10/10	WE	04:30P	30			RP0FFF200TVFL	600.00		
Total Airtime Gross Spot Revenue:							3,600.00						

PERIOD COST 3,600.00

6 Total Units  
ACTUAL GROSS BILLING 3,600.00  
AGENCY COMMISSION 540.00  
NET DUE 3,060.00  
SUB-TOTALS Debits .00 Credits .00  
TOTAL RECONCILING .00

WE WARRANT THAT THE ACTUAL BROADCAST INFORMATION SHOWN ON THIS INVOICE WAS TAKEN FROM THE PROGRAM LOG AND WILL BE AVAILABLE, UPON REQUEST, FOR INSPECTION BY THE ADVERTISER OR AGENCY FOR AT LEAST 12 MONTHS. NOTWITHSTANDING TO WHOM INVOICES ARE RENDERED, ADVERTISER, AGENCY AND SERVICE ARE AND SHALL BE JOINTLY AND SEVERALLY OBLIGATED TO PAY ANY INVOICES INCLUDED IN THIS STATEMENT WITHIN 30 DAYS OF THE INVOICE DATE AND UNTIL PAYMENT IN FULL IS RECEIVED BY THIS MEDIA GENERAL STATION. PAYMENT BY ADVERTISER TO AGENCY OR TO SERVICE, OR PAYMENT BY AGENCY TO SERVICE, SHALL NOT CONSTITUTE PAYMENT TO THIS MEDIA GENERAL STATION.

**WFLA-TV**  
P.O. Box 1410  
Tampa, FL 33601



ADVERTISER Republican Party Of F1/ R/ S  
PRODUCT 3pack-Fark,sant,tobi

INVOICE NUMBER 0100033255  
BROADCAST MONTH 10/01/2012 - 10/28,  
AMOUNT DUE 3,060.00

REMIT TO:

\*00200

000048825  
McLaughlin & Associates - NY  
566 South Route 303  
BLAUVELT NY 10913

WFLA-TV  
REMITTANCE PROCESSING CENTER  
P.O. BOX 26425  
RICHMOND VA 23260-6425



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